

STRUCK

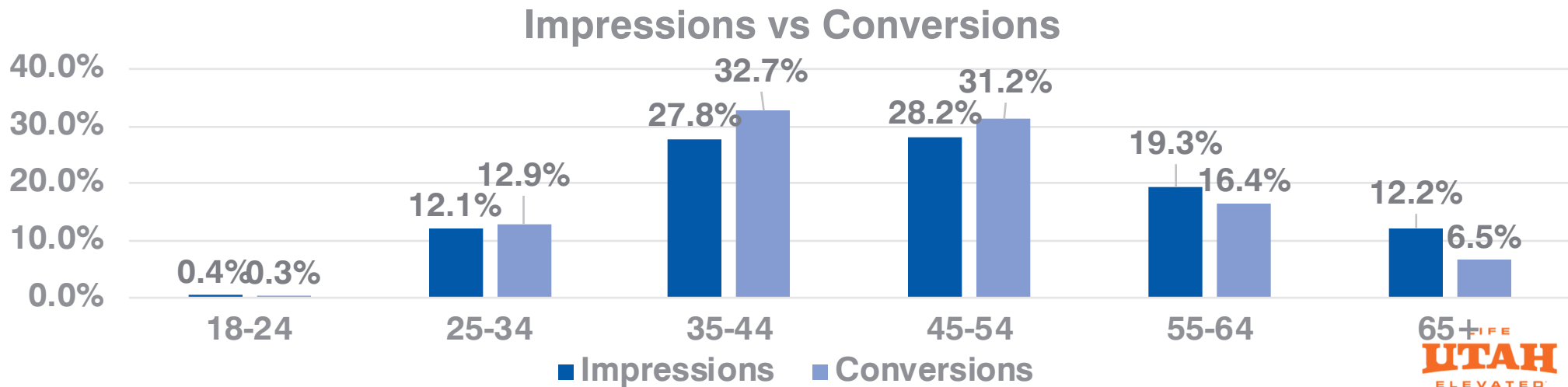
LOVE
COMMUNICATIONS

UTAH OFFICE OF TOURISM: MOUNTAIN TIME CAMPAIGN 2018/19

Digital Report for 9/1/18-1/7/19

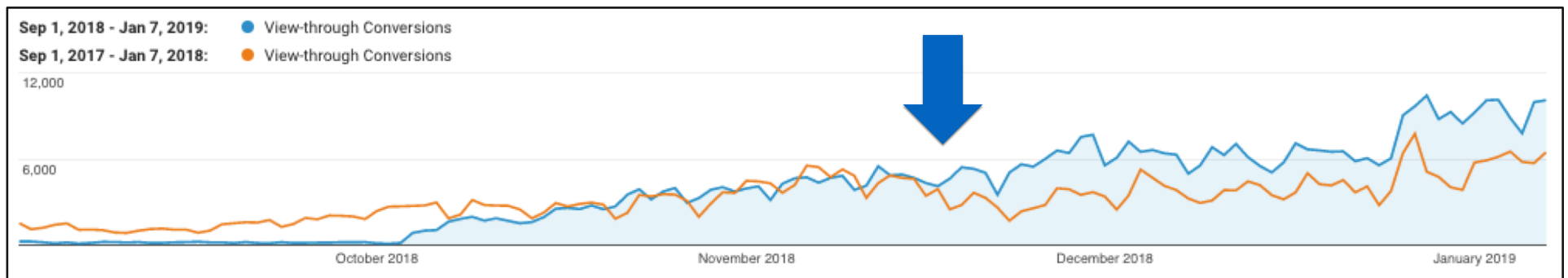
DIGITAL SUMMARY

- The campaign has generated 502,403 post impressions for an above average rate of 1.31%. From a YOY perspective (excluding CTV), this is a 60% increase in efficiency compared to the 2018.
- Trip Advisor leads the campaign with a 2.70% PIR, followed by Adara (1.44%) and Dstillery (1.40%).
- There have been 129,189 post impression activities (**48% Increase**) on Visit Utah for a PIR of 0.35%.
- We have **stolen 3,214** hotel bookings from competitive ski destinations like **Colorado**, Washington, and **California**. This is roughly **\$779k** in hotel revenue that would have gone to other destinations.
- The campaign has tracked **14,328** hotel bookings for a total revenue of **\$3.4M** to-date.



YEAR OVER YEAR PERFORMANCE

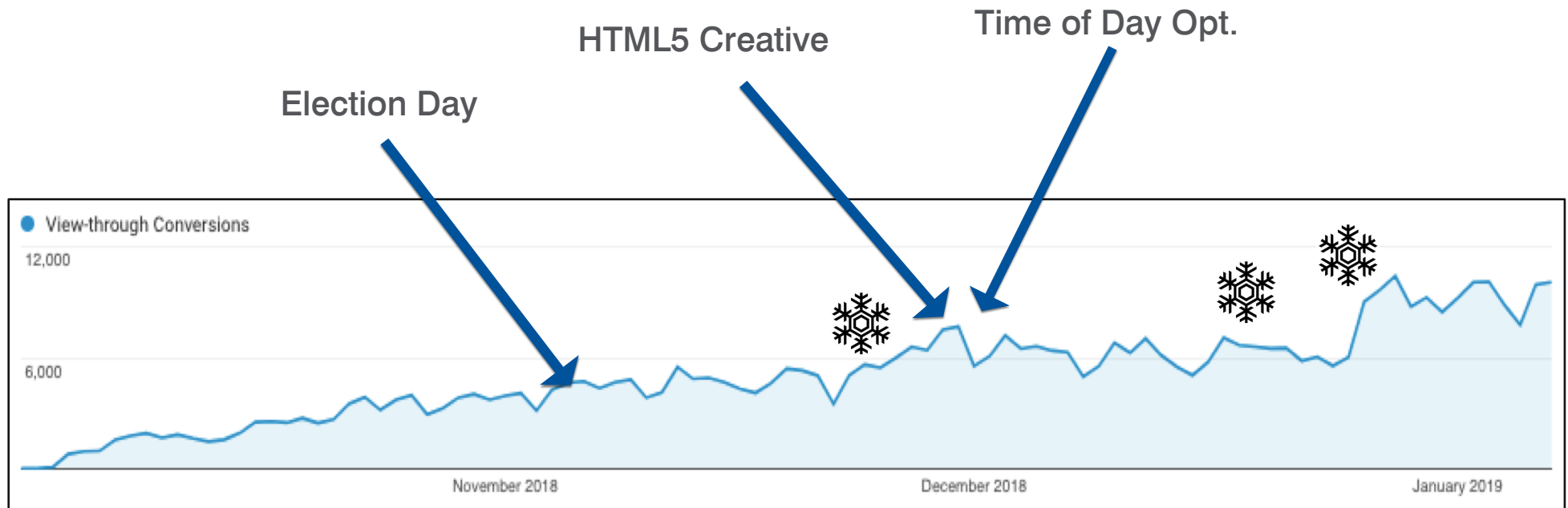
2018 VS. 2019 POST IMPRESSIONS



- Even with a later campaign start date, post impressions are up 21.8% in 2019 compared to 2018.
- From a post impression rate perspective this is also true (1.31% in 2019, compared to 0.82% in 2018).
- The campaign truly took off around mid-November, and has been outpacing 2018 ever since.

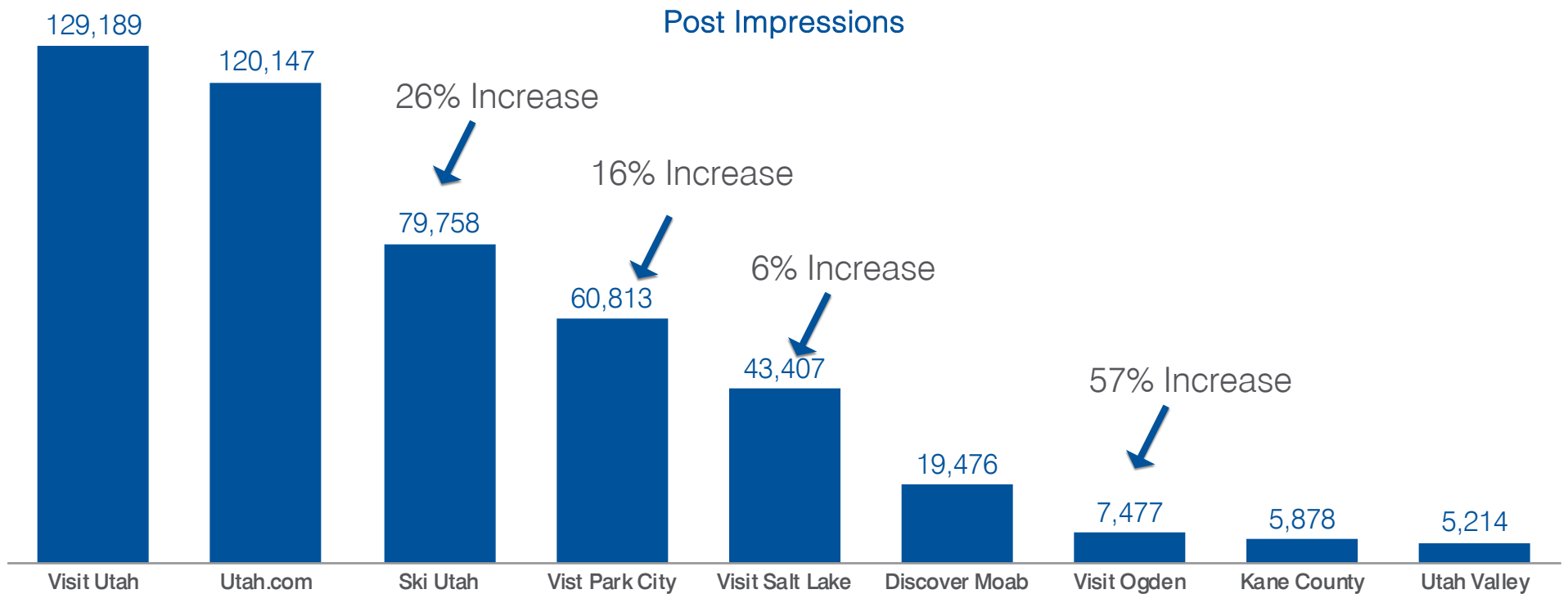
DATES OF INTEREST

- Campaign performance shot up after election data, confirming our hypothesis that it was having an impact on search behaviors for tourists.
- Time of day optimization increased our efficiency by 20%.



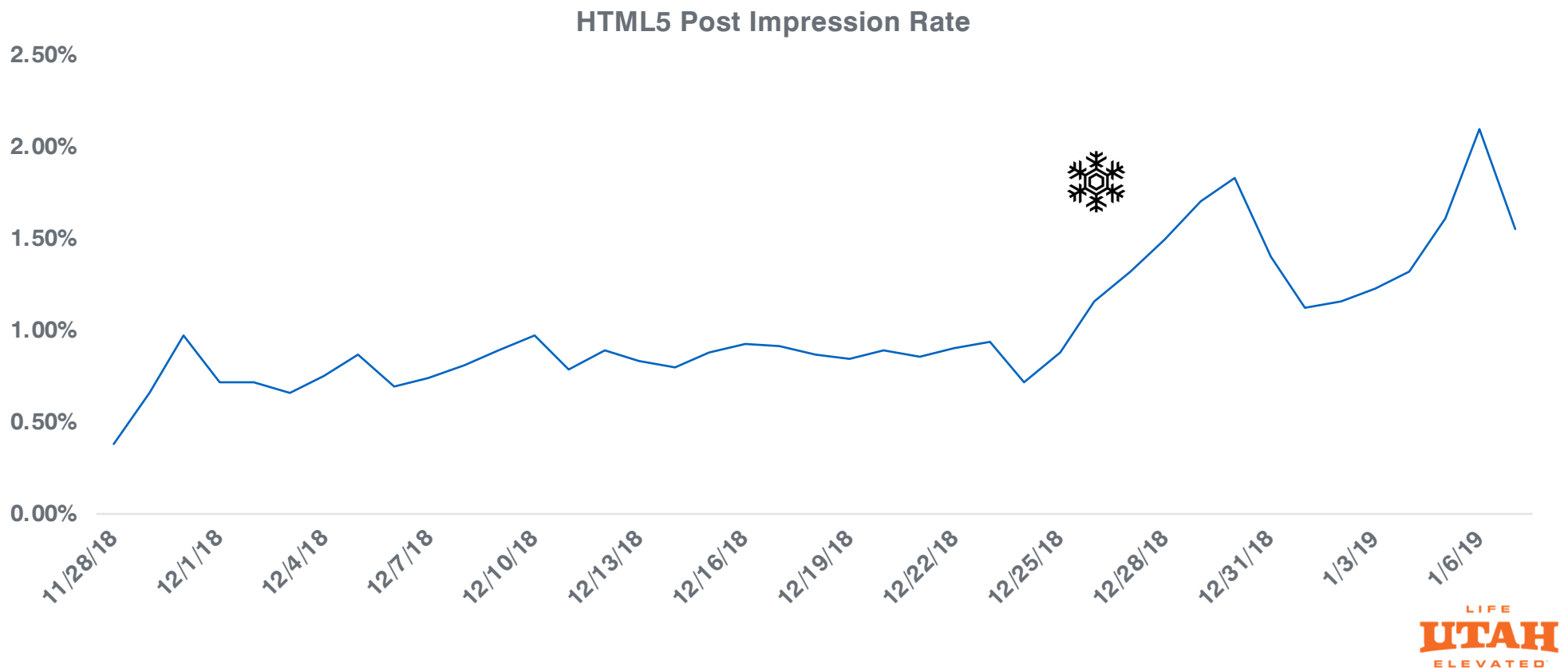
POST IMPRESSIONS BY ACTIVITY

- Visit Utah has received the most post impressions in the campaign, with Ski Utah, Visit Park City, and Visit Salt Lake all performing very strongly as well.



HTML5 PERFORMANCE OVER TIME

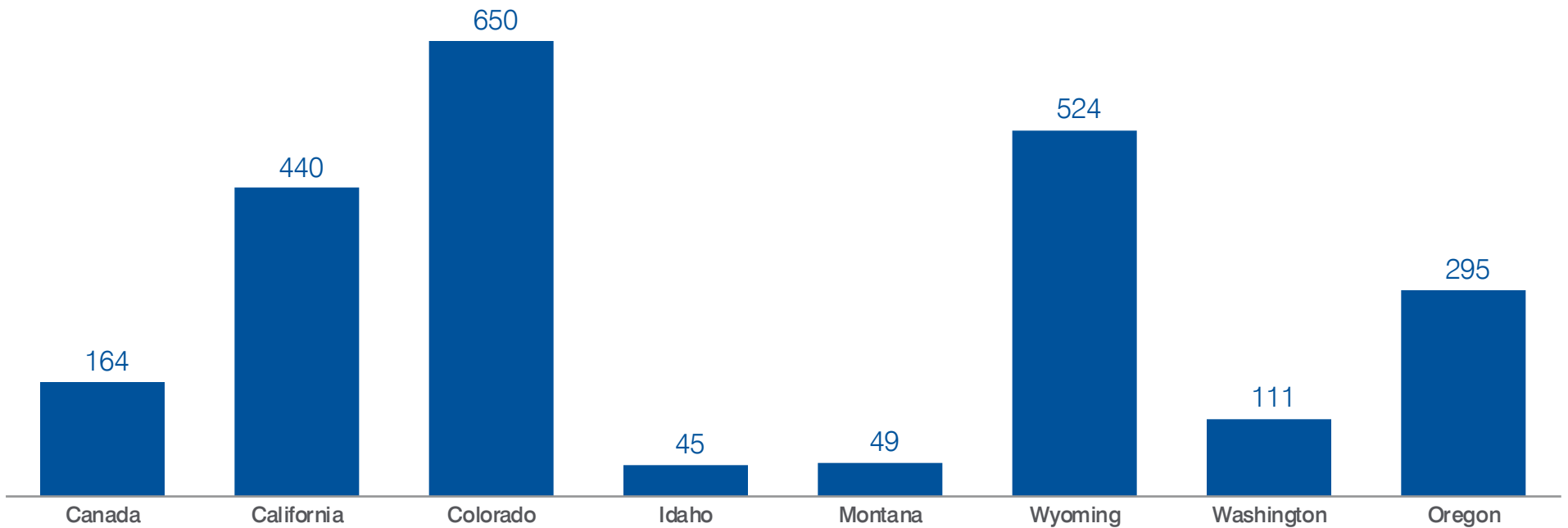
- The longer the HTML5 has been running, the more effective it has been, particularly when there has been powder in the mountains (which makes sense, given the nature of the creative).



MARKET THIEVERY

- YOY we continue to pull skiers away from Colorado and Wyoming.

HotelBookings



CONNECTED TV MARKET WEBSITE PERFORMANCE

- Among our CTV markets, we have seen a significant bump in website sessions after going live with the campaign. This includes San Francisco, Houston, Dallas Ft. Worth, Miami, and Atlanta.

New Users:

149.34% ↑

Sessions:

109.54% ↑

